

What Is Claimed:

1. A liquid dish cleaning composition which comprises approximately by weight:

(a) 4% to 8% of a sodium salt of a C₈-C₁₆ linear alkyl benzene sulfonate

5 surfactant;

(b) 9% to 14% of a magnesium salt of a C₈-C₁₆ linear alkyl benzene sulfonate surfactant;

(c) 9% to 14% of an ammonium or sodium salt of an ethoxylated C₈-C₁₈ alkyl ether sulfate surfactant;

10 (d) 5% to 10% of an amine oxide surfactant;

(e) 1% to 10% of at least one solubilizing agent; and

(f) the balance being water, wherein the composition has a pH of 6 to 7.5 and has a viscosity of 100 to 1,000 cps at 25°C using a #21 spindle at 20 rpm as

measured on a Brookfield RVTDV-II viscometer, wherein the composition does not

15 contain any choline chloride ammonium or alkaline earth carbonate, guanidine derivatives, alkoxyalkyl amines and alkyleneamines C₃-C₇ alkyl and alkenyl monobasic and dibasic acids such as C₄-C₇ aliphatic carboxylic diacids which do not contain a hydroxy group, boric acid, phosphoric acid, ethoxylated nonionic surfactants, zwitterionic surfactants, amino alkylene phosphonic acid and alkyl polyglucoside

20 surfactants and the composition is pourable and not a gel has a complex viscosity at 1 rads⁻¹ of less than 0.4 Pascal seconds.

2. The composition of Claim 2, wherein the composition also contains a hydroxy containing organic acid which is selected from the group consisting of orthohydroxy benzoic acid, citric acid, glycolic acid, acetic acid and lactic acid and

25 mixtures thereof.

3. The composition of Claim 1, wherein the composition also contains a preservative.

4. The composition of Claim 3, wherein the composition also contains a chelating agent.

5. The composition of Claim 1, wherein the composition contains a peroxide source.

6. The composition of Claim 1, wherein the composition contains polyethylene glycol.